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**Hollywood Studios And The Internet, A Change Is Coming Like It Or Not**

**By Skye Conroy**

Apple, Disney Studios, Warner Brothers, NBC Universal, Amazon and even George Lucas herald a change in the way movies are made and ultimately delivered to the public.

Apple in recent days has attempted to stake a claim on the movie download market by striking a deal with Disney Studios to deliver movie downloads. Earlier this year Warner Brothers announced an agreement with the software firm Bit torrent to enable movie downloads to your computer. Bit torrent's software application has long been the choice of peer to peer file sharing pirates because it allows fast downloads of large files and uses very little bandwidth.

Last week Apple together with Disney studios jumped into the movie download market and offered two key features to its movie download service. First it uses the ipod as the device for downloading. Second, knowing that the ultimate viewing choice for movies for the public will be the television or home theatre. Apple indicates it will introduce a set top box to work with the TV thus bridging the gap between internet delivery and end user's desired viewing choice.

This puts Apple in a position to capture a middleman role and to make money on a device to ease the process between the download and final choice of viewing medium. But Bit Torrent is already working with Warner Brothers and will probably leap frog Apple's device sooner or later by allowing direct downloads to your TV receiver, fast, high quality and immediately playable using a high speed cable line to do it. And to go with this instant download will be the option to burn to a DVD or store the movie on the hard drive of your tivo box or similar device.

George Lucas in an interview with CNBC earlier this year and again last week stated that the movie companies and Hollywood would have to adapt sooner or later to the new digital age, of production and distribution. When asked about file sharing and bit torrent specifically Lucas stated that it would be the future of Hollywood and that Steve Jobs and others had already grasped that concept.

The major retailers of DVDs, such as Walmart and Target have communicated to the Hollywood studios that they will not sit still for downloads that would be cheaper than the DVDs they sell. Apple has been responsive and is said to be discussing an agreement on the pricing of downloads from its

itunes site.

As usual the big players are attempting to control how, where and at what price the next generation of movies will be delivered to the public. All the major players want to control the delivery process but the time for that has passed. George Lucas himself said that with web sites like Youtube, film makers can show case their talent and deliver it to the public very cheaply, they don't need a Hollywood Studio.

Using the internet as a proving ground for content creation and distribution has finally come of age now that high speed internet access is so wide spread. So get ready Hollywood change is coming like it or not.

Skye Conroy works for

<http://www.websitedesignpartners.com>

a web site that provides help for small businesses in marketing and web site creation.

<http://www.websitedesignpartners.com>

also offers free

tools, information, help and web site advice.

## **Ten Fun Things To Do In Los Angeles**

**By Ron Zvagelsky**

We've created a list of our 'top 10 fun things to do in Los Angeles' to help you decide what to do while you're there.

Los Angeles Stars Homes - Travel around Los Angeles visiting the homes of great movie and pop stars such as Nicholas Cage and Britney Spears. You will see some of the finest houses in Beverley Hills and Holmby Hills that belong to all your favourite celebrities. You may even catch a glimpse of one of the A-list stars.

Hollywood Walk of Fame - Take a trip down the Hollywood Walk of Fame to find the stars of all your favourite celebrities, old and new.

Universal Studios - Visit Universal Studios and experience some of the scariest and fun rides in Los Angeles, all of which are based on your favourite movies and television shows. Ride through Jurassic Park and get attacked by a T-Rex, travel back in time in the DeLorean from Back to the Future and then go forward to The Terminators timeline and battle armies of robots.

## Hollywood Studios And The Internet, A Change Is Coming Like It Or Not

Helicopter Tour - Take to the skies of Los Angeles in a helicopter tour which will show you the city from a whole new perspective. See all the attractions including downtown LA, the Hollywood sign and the Sunset Strip, soaking up the breathtaking views from the sky.

Venice Beach - Take a stroll down Venice Beach Boardwalk, a 3 mile stretch of beach full of shops, street entertainers and tourists alike.

Shopping - Los Angeles provides some of the best shopping in all of America and while you're there you shouldn't miss the opportunity to shop in stores like Gucci and Tommy Hilfiger. Go spending on Rodeo Drive where all your favourite celebrities' shop, head to Muscle Beach and Marina del Rey and you are guaranteed to be satisfied with your purchases.

Getty Center - See some of the finest art known to human kind in the Getty Center, a complex which was built purely to house J. Paul Getty Trust's collection of European art. Even if you are not interested in the art, the Getty Center is worth a visit simply for the beautiful gardens and scenery, though the quality of the art will no doubt touch you in some way.

Warner Bros. studio tour - A tour around Warner Brothers Studio is a tour through some of your favourite shows. Visit the sets of shows like ER and Lois & Clark and see costumes and even scripts from the shows on your tour.

La Brea Tar Pits - A trip to Hancock Park will steer you to the La Brea Tar Pits, which boasts the greatest number of prehistoric fossils excavated in the world. A great collection of these fossils can be found in the Page Museum located at the tar pits. If you are lucky, when you visit you may be able to see actual excavations being carried out, though this is only normally during the summer months.

Los Angeles Zoo - Visit Los Angeles Zoo all year round and see over 1200 animals from around the world. Open for over 40 years and boasting 1.4 million visitors a year, Los Angeles Zoo is a must visit

as a fun thing to do while in LA.

Ron Zvagelsky has a degree in Business Administration from the University of Southern California. He graduated Magna Cum Laude in May 2006. He is currently the Chief Executive Officer of PlanJam.com — where you can plan and find fun

<http://www.planjam.com>

in Los Angeles.



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